

**REMARKS/ARGUMENTS**

**1.) Claim Amendments**

The Applicant has canceled claims 1-36. Claims 37-40 have been added. Applicant respectfully submits no new matter has been added. Accordingly, claims 37-40 are pending in the application. Favorable reconsideration of the application is respectfully requested in view of the foregoing amendments and the following remarks.

**2.) Drawings**

On page 2 of the Office Action, the Examiner objected to FIG. 1 for not having a "Prior Art" label. The Applicant has amended FIG. 1 to add a "Prior Art" label. Approval of amended FIG. 1 is respectfully requested.

The Examiner also objected to FIG. 2 for not including reference signs 100 and 252. The Applicant has amended FIG. 2 to add the reference signs 100 and 252. Approval of amended FIG. 2 is respectfully requested.

**3.) Claim Rejections – 35 U.S.C. § 102(e)**

On page 3 of the Office Action, the Examiner rejected claims 1-5, 8-20, 22, 23, 25-30, and 33-36 under 35 U.S.C. § 102(e) as being anticipated by Bar et al. (US Patent Publication No. 2001/0044309). In order to expedite allowance of this application, the Applicant has canceled claims 1-36 without prejudice. Therefore, this rejection with respect to these claims is deemed to be moot. The Applicant has added claims 37-40 to better define the intended scope of the claimed invention. The Examiner's consideration of claims 37-40 is respectfully requested.

Claim 37 recites a method of providing unsolicited content information from a content provider to a mobile telecommunications device operating in a mobile telecommunication system. The method is performed in a Business-to-Business (B2B) engine connected to the telecommunication system, and includes the steps of receiving a subscription from the content provider, wherein the B2B engine agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device; receiving from the

telecommunication system, a report of a triggering event associated with the mobile telecommunications device; and notifying the content provider that the telecommunication system has reported a triggering event associated with the mobile telecommunications device. The method also includes receiving content information from the content provider in response to the notifying step; and forwarding the content information to the mobile telecommunications device.

Bar fails to teach or suggest a solution to the situation in which the user of a mobile telecommunications device informs the content provider by other means that the user would like to receive content information on his mobile device upon the occurrence of specified triggering events. For example, the user may use his PC to notify the content provider that the user would like to receive the content provider's information whenever the user powers on his mobile device. In this case, the content provider must subscribe with the B2B engine to obtain notifications whenever the telecommunication system reports the occurrence of the specified triggering event to the B2B engine. Bar does not teach or suggest this type of subscription. This subscription is described in the originally filed specification on page 37, line 8 through page 40, line 13, and is illustrated in FIG. 8. Thus, no new matter has been added. Therefore, the allowance of claim 37 is respectfully requested.

The Applicant has submitted an Information Disclosure Statement herewith reporting newly discovered references. One such reference, U.S. Patent No. 6,526,275 to Calvert, discloses a method and system for informing a user of a communication device where to obtain a product. The Applicant notes that Calvert suggests that the content provider "signs up" to provide the content information with the communication system operator or context engine server. (Col. 8, lines 23-27). However, there is no teaching or suggestion of the B2B engine receiving a subscription from the content provider in which the B2B engine agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device.

Claim 38 depends from claim 37 and recites further limitations in combination with the novel and unobvious elements of claim 37. Therefore, the allowance of claim 38 is respectfully requested.

Independent method claim 39 and system claim 40 also include the limitation that the B2B engine receives a subscription from the content provider, wherein the B2B engine agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device. Since this limitation is not taught or suggested by Calvert, the allowance of claims 39 and 40 is respectfully requested.

#### **4.) Claim Rejections – 35 U.S.C. § 103(a)**

On page 11 of the Office Action, the Examiner rejected claims 6, 7, 21, 24, 31, and 32 under 35 U.S.C. § 103(a) as being unpatentable over Bar in view of Bala et al. (US Patent Publication No. 2002/0068580). In order to expedite allowance of this application, the Applicant has canceled claims 1-36 without prejudice. Therefore, this rejection with respect to these claims is deemed to be moot.

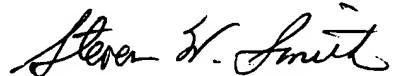
The Applicant contends that neither Bar nor Bala teach or suggest the limitation of the B2B engine subscribing with the content provider to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device. Therefore, the allowance of claims 37-40 is respectfully requested.

**CONCLUSION**

In view of the foregoing remarks, the Applicant believes all of the claims currently pending in the Application to be in a condition for allowance. The Applicant, therefore, respectfully requests that the Examiner withdraw all rejections and issue a Notice of Allowance for claims 29-32.

The Applicant requests a telephonic interview if the Examiner has any questions or requires any additional information that would further or expedite the prosecution of the Application.

Respectfully submitted,



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